

CUSTOMER SERVICE

Levels:	10 – 12
Units of Credit:	1 Semester (.05)
CIP Code:	08.0710
Prerequisite:	None

COURSE DESCRIPTION:

The students will gain an understanding of the skills, attitudes, and thinking patterns needed to win customer satisfaction and loyalty. The process includes developing: (1) a heightened awareness of the challenges and opportunities, (2) the tools for dealing with unhappy customers by using the power of customer expectations and by creating loyalty, (3) the ability to lead, expand, and empower the service process, (4) specific skills for professional success, and (5) a clear understanding of the future directions of customer service. Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA-related activities and curricula can be used as an approved part of all marketing classes.

STANDARD 08.0710-01 Students will understand the importance of fostering positive attitudes. (Chapter 1)

OBJECTIVES

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| 08.0710-0101 | Explain why no business or individual can succeed without developing the skills that create customer loyalty. |
| 08.0710-0102 | Explain why, though customers may be called by many names, all are engaged in an exchange of value. Some customer exchanges are more intimate and complex than others. Service skills allow you to move customers toward deeper relationships and increased loyalty. |
| 08.0710-0103 | Explain why advertising is a less cost-effective way of getting new customers than is word-of-mouth recommendation from an existing satisfied customer. |
| 08.0710-0104 | Explain how the cost of lost customers can be many times the simple loss of revenue from what they no longer buy. Ripple effects expand the loss dramatically. |
| 08.0710-0105 | Explain why virtually all companies say the customer's satisfaction is paramount, but few successfully translate good intentions into a workable strategy or the systematic application of useful behaviors. |
| 08.0710-0106 | Explain how service skills provide a master key to career and personal success. A commitment to such skill development pays enormous dividends. |

STANDARD 08.0710-02 Students will understand the importance of recognizing and dealing with customer turnoffs. (Chapter 2)

OBJECTIVES

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| 08.0710-0201 | Explain why all customers have pet peeves about the service they receive, and in most cases, these irritators are little things. |
| 08.0710-0202 | Explain how the cumulative impact of little customer irritators can be dramatic, as illustrated by the Kmart-versus-Wal-Mart example. |

08.0710-0203 Explain why customer turnoffs arise from value, systems, or people problems.
08.0710-0204 Explain the value of getting people out of their "zone of indifference" and into the category of "loyal customer."

08.0710-0205 Identify the two major steps needed to create customer loyalty.

08.0710-0206 Identify the five tips for better listening when dealing with customer complaints.

08.0710-0207 Demonstrate how to use systematic observation, active listening, explorer groups, mystery shoppers, focus groups and feedback cards to assess customer satisfaction, expectations, and wants.

STANDARD **Students will understand the importance of dealing with dissatisfied customers.**
08.0710-03 **(Chapter 3)**

OBJECTIVES

08.0710-0301 Explain why customer retention requires positive attitudes toward problem solving. This does not necessarily mean that the customer is always right.

08.0710-0302 Explain the concept that who is right or who is wrong is not the key issue in customer disputes, and all parties can cooperate to solve the customer's concerns.

08.0710-0303 Explain how a customer complaint is an opportunity to cement a relationship and create customer loyalty.

08.0710-0304 Explain why recovery skills are necessary to career success and will be used regularly.

08.0710-0305 Explain that key skills in recovery involve feeling the customer's "pain," doing all you can to resolve the problem, and then going the extra step via "symbolic atonement."

08.0710-0306 Explain why handling chronic complainers can best be done by understanding their motives and then getting them to propose an acceptable solution.

08.0710-0307 Explain how effective written communication uses human relations principles such as reader self-interest, reader-centeredness, and individual treatment to best deal with customer concerns.

08.0710-0308 Explain why abrasiveness is a drawback to customer relations, while assertiveness leads to better problem resolution.

STANDARD **Students will understand the importance exceeding customer expectations.**
08.0710-04 **(Chapter 4)**

OBJECTIVES

08.0710-0401 Explain how psychological theory supports the importance of exceeding customer expectations ("creating E-plus") to keep customers and build their loyalty.

08.0710-0402 Explain why consistently exceeding customer expectations is a powerful key to career success.

08.0710-0403 Explain how expectations change and evolve, forcing intelligent business people to adjust and innovate.

08.0710-0404 Explain how to fish for customer feedback and better assess a customer's expectations.

08.0710-0405 Determine which six areas provide the best opportunities for exceeding expectations.

08.0710-0406 Explain where the best E-plus ideas come from.

STANDARD **Students will understand the importance of using behaviors that win customer loyalty. (Chapter 5)**
08.0710-05

OBJECTIVES

- 08.0710-0501 Explain that behavior is what people do, and much of it is conveyed through verbal or nonverbal communication.
- 08.0710-0502 Explain how individual actions as well as organizational behaviors convey messages to customers that can be productive or counterproductive to their perception of service received.
- 08.0710-0503 Explain that any behavior—or lack of behavior—can communicate, and the receiver of the message (e.g., the customer) determines what the message means.
- 08.0710-0504 Explain how exceeding expectations in the area of personality depends on both individual actions and the organization's behaviors or culture.
- 08.0710-0505 Explain the importance of recognizing the role of communication in projecting behavior, and two critical rules for communicating.
- 08.0710-0506 Explain the fifteen specific behaviors that can exceed customer expectations in the area of individual personality.
- 08.0710-0507 Identify seven actions that convey the organization's personality (culture) to customers.

STANDARD **Students will understand the importance of getting others to give great service. (Chapter 6)**
08.0710-06

OBJECTIVES

- 08.0710-0601 Explain why the central thread running through all management functions is communication, and how organizations suffer when communication is ineffective.
- 08.0710-0602 Determine how to lead people in articulating an effective customer service credo or theme.
- 08.0710-0603 Explain how to set objectives and develop an effective customer satisfaction strategy.
- 08.0710-0604 Determine which potentially disquieting (yet penetrating) questions can readily point to customer service problems.
- 08.0710-0605 Explain how to manage the service process with questions.
- 08.0710-0606 Determine ways to instruct and motivate employees to provide quality customer service.
- 08.0710-0607 Identify which seven critical tasks can initiate and sustain an E-plus customer loyalty strategy.

STANDARD **Students will understand the importance of applying winning telephone, E-mail, and web site techniques. (Chapter 7)**
08.0710-07

OBJECTIVES

- 08.0710-0701 Explain how to better understand your own attitudes toward telephone courtesy.
- 08.0710-0702 Explain how to recognize and correct the kinds of telephone mannerisms that can lead to customer dissatisfaction.
- 08.0710-0703 Explain how to apply more than 20 techniques to improve your overall telephone effectiveness.

08.0710-0704 Determine the pitfalls of ineffective web page and Internet communication.

STANDARD 08.0710-08 Students will understand the importance of using written messages. (Chapter 8)

OBJECTIVES

08.0710-0801 Explain how to build customer loyalty with unexpected thank-you notes and good will messages.

08.0710-0802 Explain how to use written media to get publicity and build customer awareness.

08.0710-0803 Explain how to effectively share information with customers in written documents and e-mail.

STANDARD 08.0710-09 Students will understand the importance of the one-to-one customer future. (Chapter 9)

OBJECTIVES

08.0710-0901 Determine what kinds of paradigm shifts are transforming marketing and customer service.

08.0710-0902 Explain how one-to-one marketing and personalized service is changing the face of commerce.

08.0710-0903 Explain the impact that such technological changes are having on people in all segments of society.

08.0710-0904 Explain what businesspeople need to know about relationships between marketing and service.

PERFORMANCE OBJECTIVES

PO-01 Students will complete a report on customer service articles.

PO-02 Students will complete two comparative abstracts.

PO-03 Students will complete a term project.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-01:

Students will complete a report on customer service articles.

Students will hand in two articles on customer service and how it relates to the business world. This report is to be no more than two pages, word processed, in which you (1) summarize, (2) critique the article, and (3) identify how this article can assist in your involvement in customer service strategies. The article can come from any trade journal, magazine or paper, but only use the same source once.

Performance Objective PO-02:

Students will complete two comparative abstracts.

Students will hand in two comparative abstracts comparing two different companies and their customer service standards. Companies can be selected from the book titled, *Service Edge: Inside 101 Companies that Profit from Customer Care*, by Ron Zemke and Dick Schaaf (reserve section of the SLCC Markosian Library), or select your own sources to gather the data for this assignment.

Read the information presented in both sources per company. Turn in a two-page report (word processed) summarizing the information gathered about the two companies, comparing the similarities and differences in their approaches to customer service.

Remember, this is a comparative abstract! Comparisons must be made between both similar and different strategies used in the companies' business operation.

Performance Objective PO-03:

Students will complete a term project.

As a team (2-3 members) students will select an area of customer service and develop a project to work on throughout the semester. Possible ideas might be:

A) Conduct research among several retail stores in the city and write a report on the findings on each store and its approach to customer service.

B) Conduct secondary research on a specific area of customer service, utilizing trade journals, personal interviews, reference books and the Internet.

C) Conduct research among the personnel at your place of employment, possibly looking at both the employees' perspective and the managers' perspective on customer service.

The following must be included in the five- to seven-page report:

- Title page
- A table of contents
- Introduction page which includes:
 - 1) a creative opening paragraph
 - 2) situational analysis of the company/industry currently
 - 3) the objectives of your customer service project
- Be specific and detailed in your documentation; give credit where credit is due. As you utilize personal interviews, magazines and books to gain the information, document your sources on the bibliography or works cited page. You should include at least four different sources (two from the Internet) to help you with this term project.
- A summary will complete the report, identifying results of your project and stressing the benefits of the accomplished objectives.
- Graphics could enhance your written document and should be implemented in the report. Include at least one (1) graphic in your report.
- NOTE: The title page, the table of contents and bibliography or the works cited pages are not to be a part of the 5-7 pages.

Each team will present this report orally to other class members, and in written format to the professor. A maximum of three students will work on this team assignment.

REFERENCE MATERIALS

Text:

Customer Service: Career Success through Customer Satisfaction (NetEffect Series), 2/E

Paul R. Timm, The Marriot School of Management, Brigham Young University, www.prenhall.com

© 2001 / 0-13-085959-1 / Prentice Hall

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Customer Service – Test #412**

The performance evaluation **is a required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), "**Y**" (**Y=YES**) is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then "**N**" (**N=NO**) is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in "**A**" on the answer sheet for item **#81** for students who have achieved "**Y**" on **ALL performance objectives**.
- The teacher will bubble in "**B**" on the answer sheet for item **#81** for students who have **ONE or more "N's"** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher's file for two years.
- A copy is also kept on file with the school's CTE skills certification testing coordinator for two years.

Performance Objectives

Students who achieve 80% (moderately to highly skilled) on ALL Performance Objectives from the list of three (3) and 80% on the written test, will be issued a CTE skill certificate.

PO-01_____ Students will complete a report on customer service articles

PO-02_____ Students will complete two comparative abstracts

PO-03_____ Students will complete a term project

Please print clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)

_____, has mastered the above performance objective at an 80% or
(High School Name)

higher level.

TEACHER SUMMARY SHEET Customer Service – Test #412

Please *print* clearly:

Teacher's Name _____ Date _____

District _____ School _____ Class Period _____

I, _____, certify that this is an accurate record of the students' performance objectives.
(Teacher's Signature)

Instructions

- For each student who completed the Customer Service Course during the _____ school year:
- List the name of each student
- List the grade level of each student
- Place an "X" in the appropriate "YES" or "NO" column
- Place an "X" in the "YES" column if the student DID achieve a minimum of 80% on ALL performance objectives, and marked "A" on test question #81.
- Place an "X" in the "NO" column if the student DID NOT achieve a minimum of 80% on ALL performance objectives, and marked "B" on test question #81.
- Both the teacher and the school CTE testing coordinator must keep copies of this sheet on file for two years.
- The teacher must also keep the student's individual performance evaluations on file for two years.

	Student Name	Grade (10, 11, 12)	Yes (#81-A)	No (#81-B)
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